



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

*Consider: Who benefits? Who is burdened?
Who does not have a voice at the table?
How can policymakers mitigate unintended consequences?*

Thursday, May 18, 2023

4:00 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

- Present:** 9 - Michael E. Verveer; Mark J. Richardson; Andrea R. Nilsen; Alex Joers; Adam Heffron; Judith F. Karofsky; Glenn R. Krieg; James Ring and Angela Bozo
- Excused:** 5 - Jane Richardson; David A. Aguayo; Aureliano Montes; Eric A. Rottier and Steven M. Peters

APPROVAL OF MINUTES

In the discussion of the minutes of April 20, 2023 item 4, file number 77333 Karofsky asked to amend the word "longevity" to "capability."

A motion was made by Joers, seconded by Richardson, to Approve the Minutes as amended. The motion passed by voice vote/other.

PUBLIC COMMENT

1. [77865](#) 3 mins per person

None.

DISCLOSURES AND RECUSALS

Glenn Krieg and Mike Verveer are both members of the Room Tax Commission. Angela Bozo and Mike Verveer are members of the Monona Terrace Booking Event Assistance Advisory Committee.

NEW BUSINESS

2. [77866](#) Destination Madison Report: Jamie Patrick, Vice President, Madison Area Sports Commission

Attachments: [2023-05-18_DM.pdf](#)

Hotel occupancy is on an upward trend for the downtown and the greater Madison area. It's not yet met 2019 levels. Room rates however, are above 2019 levels, with Downtown hotels leading in that area. The 5 year booking pace is on track for 2024 and 2027, but soft for 2025 and 2026. The DM sales team is

prospecting for clients that fit the right criteria and are looking for space in 2025 and beyond. Surprisingly, there are still many groups making 2024 bookings. In projected room nights for 2023 they have nearly met their goal in definite room nights, and if the tentative room night's contract they will exceed 95,837, the historical average. DM has \$228,979 in contracts out for Monona Terrace business so far this year (not including 2 additional contracts picked up in May)

In sports news, the city will be getting a pro volleyball team and potentially a women's pro soccer team. Having these teams will boost Madison's reputation as a sports town and will increase travel to Madison. In addition, the sports feasibility study has been completed. The results can be shared out to any who request it.

There was a question regarding how sales staff identify and qualify a prospective customer. Through use of a comprehensive database that they continuously add to, they can search for groups using a variety of filters (size, event type, timing, etc.) Then make contact with the groups that meet the specific parameters they are looking for. The time from first contact to signed contract can take a really long time, literal years in some cases and require constant connection.

3. [77867](#) 2023 Sponsorships for Community Events: Kristen Durst, Community and Public Relations Manager

Attachments: [Sponsorships2023.pdf](#)

A motion was made by Krieg, seconded by Bozo, to Approve acceptance of the sponsorships. The motion passed by voice vote/other.

4. [77872](#) Finance Committee Report: Glenn Krieg, Subcommittee Chair

A motion was made by Ring, seconded by Heffron, to Approve the 2024 Capital Budget request. The motion passed by voice vote/other.

5. [77873](#) Lake Monona Waterfront Ad Hoc Committee Update: Judy Karofsky, Committee Member, Chair

As reported in the paper the Committee has chosen Sasaki as the winning design firm. Next steps will be to work with Sasaki on a master plan. The initial phase of work coincides with the John Nolen Drive causeway work. On June 15 - 16 Sasaki staff will be in Madison. They plan to meet with Ho Chunk, Clean Lakes Alliance, Monona Terrace staff, and they may get a tour of the building. The Monona Terrace Board needs to make a decision regarding accepting an expansion. This will be on the agenda in June.

6. [77876](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bkpc_04-30-23.pdf](#)

Event revenue is projected to be 7.4% above budget, at \$3.87M vs \$3.6M, and total revenue is projected 6.3% above budget at \$4.1M vs \$3.9M.

	Budgeted	Projected
Banquets	180	195
Meetings	120	122
Conventions	25	28
Conferences	23	19 + 2 Tentative

If all of the conferences book then Conferences and Conventions will total 49 for the year. As a comparison, 2019 held 60 conferences and conventions. It's not at prepandemic levels yet, but overall the year is shaping up well.

7. [77877](#) Finance Report: Jeff Boyd, Business Manager

April was a good month for Monona Terrace. There were 3 conventions rather than only the two budgeted. This definitely contributed to additional revenue. Additionally, expenses were down, which really helped shore up the year-to-date surplus of \$189,000.

8. [77878](#) Director's Report: Connie Thompson, Director
- A. Administration
 - B. Operations
 - C. Community Relations
 - D. Gift Shop
 - E. Sales and Marketing
 - F. Event Services
 - G. Business Office/Human Resources
 - H. Catering

Attachments: [rpt_05-18-23.pdf](#)

The Future Planning workshop on May 4 went well. The mayor attended along with some board members. The data should be ready to share with the board at June's meeting.

The parking ramp project is slowly moving forward, they had some hold-ups including weather and issues with the size of plating. Staff has regular meetings with the State and the construction contractors to address issues.

The rooftop is fountain up and running. Staff is doing preliminary work on upcoming renovation projects. The bidding process has been slower than normal; however, the work is on track.

Staffing remains a challenge. There has been some turn over, primarily in part-time positions. Several of the second and third shift staff are interested in finding first shift jobs. Of course when possible, internal promotions are used to fill openings. That has left the hourly/part time pool diminished. A new full time facility maintenance worker with a painting background has been hired. Positions have been offered to 2 people for hourly security; the goal is to have 4 security positions filled.

Meetings between the newly elected alders and the director continue. The alders seem generally supportive of Monona Terrace, but do not know the roll of the room tax commission, transient occupancy tax or Monona Terrace's economic impact and funding.

Lake Vista opened on May 16. Monona Catering is still hiring.

ADJOURNMENT

A motion was made by Joers, seconded by Krieg, to Adjourn. The motion passed by voice vote/other.